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Brazil

Promotion Opportunities

Valuable Trade Events for the Brazilian Market 2004

Approved by:

Ronald P. Verdonk

U.S. AGRICULTURAL TRADE OFFICER

Prepared by:

Marcos R. Hirata

Report Highlights:

This report provides a partial list of the more notable trade events being held in Brazil in 2004 for food and agricultural products, as well as fishery and forestry products. It is intended for U.S. exporters interested in establishing trade contact with Brazilian importers. The U.S. Agricultural Trade Office (ATO) is also sponsoring several marketing activities to promote U.S. food and beverages.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Sao Paulo [BR3]
[BR]

Section I. Trade Shows

Information on the following trade shows is provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the organizer. Please contact the organizer directly for further information.

May

VIVAVINHO 2004 International Wine Show

Dates: May 4-6, 2004

Venue: International Trade Mart - SÃO PAULO

Organizer: EXPONOR BRASIL

Av. Angélica, 2466 Cj. 154

01228-200 - São Paulo - SP

Tel: (55-11) 3151 6444

Fax: (55-11) 3151 4861

E-mail: exponor@exponor.com.br

Web site: www.vivavinho.com.br

Summary: 15,000 visitors are expected to attend this annual international show, aimed at exposing Brazilian consumers, chefs, hotel and restaurants professionals, retailers and wholesalers to wine producers.

APAS Show 2004 São Paulo State Supermarket Association Show

Dates: May 10-13, 2004

Venue: Expo Center Norte - SÃO PAULO

Organizer: São Paulo State Supermarkets Association - APAS

Rua Pio XI, 1200

05060-001 - SÃO PAULO - SP

Tel: (55-11) 3647-5000

Fax: (55-11) 3647-5017

E-mail: comercial@apas.com.br

Web site: www.apas.com.br

Summary: Approximately 400 exhibiting companies and 50,000 visitors are expected at the 20th edition of this annual international trade exhibition. Held in Brazil's largest consumer market and commercial capital of South America, APAS is considered the third largest supermarket trade event in the world. ATO Brazil is sponsoring a U.S. Pavilion in this show to promote foods and beverages with an emphasis on new trends such as organic, all natural and health food products. A portion of the U.S. Pavilion will be comprised of U.S. products being currently imported by Brazilian companies. This unique event will bring U.S. companies together with importers promoting their products in the retail sector.

June

FISPAL 2004

Dates: June 15-18, 2004
Venue: Expo Center Norte - SÃO PAULO
Organizer: Grupo Brasil Rio
Rua Ministro Nelson Hungria, 239 - conj. 04
05690-050 - SÃO PAULO - SP
Tel: (55-11) 3759-7170
Fax: (55-11) 3758-1676
E-mail: alimentos@fispal.com.br
Web site: www.fispal.com.br

Summary: This show, now in its 20th year, is divided into two sections: FISPAL Alimentos and RestauraHotel. The first section is dedicated to all food and beverage distribution channels, while the second is dedicated to hotels and restaurants. The two events complement each other and, with approximately 1,500 exhibitors, assure the representation of the entire food market. Open only to sector professionals.

FEICORTE 2004

Dates: June 15-19, 2004
Venue: Centro de Exposições Imigrantes - SÃO PAULO
Organizer: Agro Centro
Rodovia dos Imigrantes, Km 1.5
04329-900 - SÃO PAULO - SP
Tel: (55-11) 5073-7799
Fax: (55-11) 5058-9400
E-mail: info@feicorte.com.br
Web site: www.feicorte.com.br

Summary: In its 10th edition, with approximately 180 exhibitors, this is an annual international trade show for animal nutrition products, genetics, veterinary products, agricultural supplies, manures and fertilizers, technology, etc. Open only to sector professionals.

ABF FRANCHISING EXPO & CONFERENCE 2004

Dates: June 16-19, 2004
Venue: International Trade Mart - SÃO PAULO
Organizer: Guazzelli Feiras Messe Frankfurt Ltda.
Alameda Rio Negro, 433 - 2º andar - Prédio 1
06454-904 - BARUERI - SP
Tel: (55-11) 4688-6018
Fax: (55-11) 4688-6050
E-mail: abfexpo@guazzelli.com.br
Web site: www.guazzelli.com.br

Summary: In its 13th running, with approximately 170 exhibitors, this is an international annual trade show for franchising, including food and food service, decoration, etc. Open to the general public.

July

FIPAN 2004

Dates: July 27-30, 2004
Venue: Expo Center Norte - SÃO PAULO
Organizer: Seven
R. Frei Caneca, 91- 9º andar
01307-001 - São Paulo - SP
Tel/fax: (55-11) 3159-4223
E-mail: fipan@fipan.com.br
Web site: www.fipan.com.br

Summary: This international trade show, with approximately 200 exhibitors, is dedicated to the bakery, confectionary, ice cream and pizza sectors. This year's show will also include the small retail sector. It includes food ingredients, equipment, tools, services and operational systems. This show is officially supported by the São Paulo State Syndicate of the Bakery and Confectionery Industry (SINDIPAN) and the São Paulo State Association of the Bakery and Confectionery Industry (AIPESP). Also this year, FIPAN will have the support of the São Paulo Food Retailers Trade Union (SINCOVAGA), Fresh Meat Retailers Trade Union (SCCFSP) and the Street Market Retail Trade Union (SINCOFER). Open only to sector professionals.

August

SWEET BRAZIL 2004

Dates: August 10-13, 2004
Venue: EXPOTRADE (PINHAIS) CURITIBA - PR
Organizer: Hannover Fair Sulamérica Ltda.
Av. Angélica, 688 - cj. 802
01228-000 - SÃO PAULO - SP
Tel: (55-11) 3662-4692
Fax: (55-11) 3826-8175
E-mail: hanover@hanover.com.br
Web site: www.hanover.com.br

Summary: Brazil is the world's second-largest producer of candy and confectionery and the 5th largest producer of chocolate. This show is sponsored by the Brazilian Chocolate, Cacao and Candy Industry Association - ABICAB. This will be the 7th edition of the international annual trade show with approximately 60 exhibitors. This show is dedicated to the candy, confectionery and chocolate sectors and will be held in conjunction with the 24th ExpoABAD (Brazilian Wholesalers Association Show). Open to the general public.

EXPO ABAD 2004
Brazilian Wholesalers Association Show

Dates: August 10-13, 2004
Venue: EXPOTRADE (PINHAIS) CURITIBA - PR
Organizer: Brazilian Wholesalers Association - ABAD
Av. Nove de Julho, 3147, 11 andar
01451-900 - SÃO PAULO - SP
Tel/Fax: (55-11) 3056-7500
E-mail: abad@abad.com.br
Web site: www.abad.com.br

Summary: In the last showing edition, 234 food, beverage and equipment companies participated and approximately 24,000 visitors attended this international convention and trade show dedicated to the wholesale sector. Organizers are expecting 250 exhibitors for this year's event, to be held in conjunction with the 7th Sweet Brazil, which is promoted by the Brazilian Chocolate, Cacao and Candy Industry Association - ABICAB. Open only to sector professionals.

FOOD INGREDIENTS SOUTH AMERICA 2004

Dates: August 31 - September 2, 2004
Venue: Transamérica Expo - SÃO PAULO
Organizer: VNU Business Media
Rua Wanderley, 848
05011-001 - SÃO PAULO - SP
Tel: (55-11) 3873-0081
Fax: (55-11) 3873-1912
E-mail: fisa@vnu.com.br
Web site: www.fisa.com.br

Summary: During the 2003 show, approximately 280 exhibitors and 14,000 visitors took part. This is a serious trade event dedicated to food ingredients, food additives and semi-processed food. Open only to sector professionals.

September

VINO BRASIL 2004

The international Show of Vitiviniculture

Dates: September 15-18, 2004
Venue: FundaParque Expo - Bento Gonçalves - RS
Organizer: L & M Comunicações Ltda.
Rua Arthur de Almeida, 73
04011-080 - SÃO PAULO - SP
Tel: (55-11) 5572-1221
Fax: (55-11) 5572-5335
E-mail: comercial@newtrade.com.br
Web site: www.vinobrasil.com.br

Summary: This international annual show is dedicated to the wine sector and will feature the most recent developments in technology and equipment. The show, held in the wine region of Brazil, is divided into four showcases: Vino Brasil Showcase, Vinotech, Vino Gourmet and FEAVIN. The first and the second showcases are specially designed for the suppliers, professionals, grape growers and winemakers. The Vino Gourmet Showcase will present wines and wine-related accessories to restaurants, hotels, chefs, retailers and wholesalers. FEAVIN is the International Forum for Viticulture and Oenology.

EXPO ABRAS 2004

Brazilian Supermarket Association Show

Dates: September 13-16, 2004
Venue: Pavilhão de Exposições do Riocentro - RIO DE JANEIRO
Organizer: Brazilian Supermarkets Association - ABRAS
Av. Diógenes Ribeiro Lima, 2872 - Alto da Lapa
05083-901 - SÃO PAULO - SP
Tel: (55-11) 3838-4500
Fax: (55-11) 3887-9933
E-mail: info@abrasnet.com.br
Web site: www.abrasnet.com.br

Summary: Last year, 632 food, beverage and equipment companies (including 291 foreign exhibitors from 61 different countries) participated in this supermarket sector trade show, attended by some 47,000 visitors. According to the organizers, this show is considered the most important food retail trade event in Latin America, though attendance and company participation have been decreasing for the past few years. Open only to sector professionals.

EQUIPOTEL 2004

Dates: September 27-30, 2004
Venue: Pavilhão de Exposições do Parque Anhembi - SÃO PAULO
Organizer: EQUIPOTEL - Feiras, Edições e Promoções Ltda.
Rua Afonso Celso, 797
04119-060 - SÃO PAULO - SP
Tel: (55-11) 5574-5166
Fax: (55-11) 5549-5043
E-mail: equipotel@equipotel.com.br
Web site: www.equipotel.com.br

Summary: This international trade show is dedicated to the hotel, restaurant and institutional sector. Last year, 1,000 exhibitors (87 of them foreign) participated and more than 48,000 visitors attended the event. Open only to sector professionals.

BOA MESA EXPOGOURMET 2004

Dates: September 28 – October 2nd, 2004
Venue: International Trade Mart - SÃO PAULO
Organizer: Jatobá Eventos S.A.
Av. Brigadeiro Faria Lima, 1461, cj. 54
01407-000 - SÃO PAULO - SP
Tel: (55-11) 3056-7500
Fax: (55-11) 3097-0565
E-mail: boamesa@boamesa.com.br
Web site: www.boamesa.com.br

Summary: This is an annual trade show for high-end food and beverages, equipment and services for the HRI sector. Although this is a small show (approximately 160 exhibitors and 45,000 visitors), it has high opinion-maker significance, gathering together as it does Brazil's top chefs and introducing them to new trends, products and cooking techniques through classes, tasting, and exhibits. Open to the general public.

PET SOUTH AMERICA 2004

Dates: September 29 - October 1st, 2004

Venue: Expo Center Norte - SÃO PAULO

Organizer: VNU Business Media
Rua Wanderley, 848
05011-001 - SÃO PAULO - SP
Tel: (55-11) 3873-0081
Fax: (55-11) 3873-1912
E-mail: pet@vnu.com.br
Web site: www.vnu.com.br

Summary: This annual international trade show is dedicated to the pet shop sector, and includes animal feed, veterinarian products and accessories. Open to the general public.

October

EXPOMILK 2004 National Dairy Livestock Show

Dates: October 23-30, 2004

Venue: Centro de Exposições Imigrantes - SÃO PAULO

Organizer: Agro Centro
Rodovia dos Imigrantes, Km 1.5
04329-900 - SÃO PAULO - SP
Tel: (55-11) 5073-7799
Fax: (55-11) 5058-9400
E-mail: info@expomilk.com.br
Web site: www.expomilk.com.br

Summary: In its 12th running, with approximately 800 exhibitors, this annual international trade show is dedicated to the dairy sector, which includes livestock, genetics, equipment, agricultural products, veterinarian products, animal feed, etc. Open to the general public.

Section II. Retail In-Store Promotions

For 2004, ATO, in partnership with a high value food retail chain, will develop an in-store promotion activity to introduce new-to-market U.S. products in Brazil. The major role of the ATO is to create a predisposition among top retailers and local importers to introduce new U.S. food and beverage products.

U.S. exporters interested in participating in this project should send product catalogues to the ATO. The ATO will brief Brazilian retailers on new product availability and facilitate the establishment of contact with U.S. suppliers.

For further information interested companies should contact ATO Sao Paulo.

U.S. suppliers not already listed should seek inclusion in the USDA's "U.S. Suppliers List" which serves as the first source on U.S. suppliers offered by ATO Sao Paulo. See Section V for the address of the USDA/FAS's Ag Export Services Division (AGX) and make contact for more information.

Section III. Hotel, Restaurant, Institutional (HRI) Promotions

Not applicable at this time.

Section IV. Other Promotional Activities

U.S. Pavilion
São Paulo State Supermarket Association (APAS) Show
May 10-13, 2004 - São Paulo

As indicated, ATO Sao Paulo is organizing a U.S. Pavilion to promote a vast range of U.S. consumer-ready food and beverage products with a special emphasis on the organic, all natural and health processed food lines.

Costs: The investment in this activity by U.S. companies boils down to the costs of shipping and clearing product samples, and any other materials exhibitors may choose to send.

Personnel: Participating U.S. companies don't need to send representatives, but they are welcome to participate in the show. In this case, personnel travel expenses would be included in the participant's costs.

ATO Sao Paulo is covering other show expenses such as booth rental, construction and USDA decoration, public relations, and an opening reception for authorities and importers.

Section V. Post contact and Further information

If you need assistance exporting processed food products or beverages to Brazil or have any question or comments regarding this report, please contact the U.S. Agricultural Trade Office in São Paulo or the Office of Agricultural Affairs in Brasilia at the following addresses:

U.S. Agricultural Trade Office

AMCONGEN, São Paulo
Unit 3502
APO AA 34030-3502

Rua Henri Dunant, 700
04709-110 São Paulo, SP
Phone: (55 11) 5186-7400
Fax: (55 11) 5186-7499
E-mail: ATOSaoPaulo@usda.gov

Office of Agricultural Affairs

AMERICAN EMBASSY
Unit 3500
APO AA 34030-3500

Av. das Nações, lote 03
70403-900 Brasilia, DF
Phone: (55 61) 312-7101
Fax: (55 61) 312-7659
E-mail: agbrasil@usda.gov

USDA Brazil Home Page:
www.usdabrazil.org.br

For information on the U.S. Suppliers List and other USDA services available to U.S. food and beverage exporter, please contact:

Agricultural Export Services Division
Foreign Agricultural Service
U.S. Department of Agriculture
1400 Independence Ave., SW
Washington, DC 20250
Phone: (202) 690-3576; Fax: (202) 690-0193
E-mail: AGXDIV@fas.usda.gov
Home Page: www.fas.usda.gov